Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

Claim 1:   (original) A method of charging for advertising on the Web, comprising:

        determining link traversals leading to a page; and

        charging for advertising based on link traversals to the page.

Claim 2:   (original) The method of Claim 1, wherein charging for advertising is based on the number of link traversals from an advertising page to a product page.

Claim 3:   (original) The method of Claim 1, wherein charging for advertising is based on the number of sales resulting from a path including an advertising page.

Claim 4:   (original) A method of evaluating the effectiveness of advertising on the Web, comprising:

        determining link traversals leading from an advertisement to a page; and

        measuring the number of sales resulting from link traversals from the advertisement to the page

Claim 5:   (original) A method of evaluating the effectiveness of advertising on the Web, comprising:

        determining link traversals leading from an advertisement to a page; and

        measuring the number of transactions resulting from link traversals from the advertisement to the page.

Claim 6:   (previously presented) A method for charging for advertising on the Web, comprising:

tracking access history, including a link sequence through which a document is accessed;

determining, based on the access history, link traversals from a first document to t a second document;

determining a number of such determined link traversals leading from the first document to the second document; and

charging for advertising based on the number of link traversals to the second document.

Claim 7: (preciously presented) The method of Claim 6, wherein a link traversal is determined responsive to two entries in the access history, a first entry corresponding to a request from a given user for the first document and a second entry corresponding to a request from the given user for the second document.

Claim 8: (previously presented) The method of Claim 6, wherein the first document is an advertising page and the second document is a product page.

Claim 9: (previously presented) The method of Claim 6, further comprising:

counting the number of sales resulted from a traversed path which includes the advertising page, wherein charging for advertising is based on the number of said sales.

Claim 10: (previously presented) The method of Claim 6, further comprising

counting the number of purchases resulting from link traversals from the advertisement to the second page, the number of such purchases being a measure of advertising effectiveness.

Claim 11: (previously presented) The method of Claim 6, further comprising:

counting the number of transactions resulting from link traversals from the advertisement to the second page, the number of such purchases being a measure of advertising effectiveness.

Claim 12:   (previously presented) The method of Claim 6, further comprising:

filtering transaction logs from at least one server for a particular user to produce the access history.